CHUCK E. CHEESE'S®

SHOW 1 2017

PLAY DATES
JAN. 3 – FEB. 26

ENTERTAINMENT NEWSLETTER FOR SHOW 1 - 2017

Welcome to 2017! This is a big year for Chuck E. Cheese's. It is the 40th Birthday of our restaurant concept! Can you believe it? It's likely that parents who bring their kids to eat and play with Chuck E. today have memories of Chuck E. Cheese's from their own childhoods. We have lots of fun planned for this year and cannot wait to celebrate!

We start this big year off with a brand new show. It features some fun music videos from Blake Shelton, Avicii, Alicia Keys and Fergie! Chuck E. and the band rock out with a throwback song from their early days and a brand new song about looking back. You're going to love it!

Thank you for everything you did to take care of our guests in 2016. Let's keep that good momentum going in 2017, and for another 40 years!

CHUCK E. CHEESE (THE MOUSE)

As you well know, Chuck E. Cheese is the face of our brand. Because of this it is important that we know as much about Chuck E. and his backstory as possible. Included with this packet is Chuck E.'s story. I encourage you and the entire cast at your restaurant to become familiar with this story. Then become storytellers and look for opportunities to share with our guests. In addition, here are a few guidelines as to how we should talk about and treat Chuck E. in front of our guests:

- **Chuck E. is real!** Never refer to him as a cartoon character, puppet or someone in a costume.
- **Pictures or videos backstage are forbidden**. Do not ruin the magic!
- Cast Members can **"Wake Up Chuck E."** but we should **never use phrases like "Go put on the Chuck E. costume."**
- Chuck E. Cheese's, **the restaurant, is 40 years old**--not Chuck E. Cheese, the mouse.
- **Chuck E. (the mouse) doesn't know his birthday.** That's why he loves to celebrate other people's birthdays.
- **Chuck E. loves performing for kids.** This is all the more reason to get him out to perform on time, once an hour. **Don't be late.** There's nothing more disappointing than Chuck E. arriving late for a show, skipping the dance and only doing a Ticket Splash. When you hear the announcer say, "Ladies & Gentleman, Chuck E. Cheese," Chuck E. should be in front of kids and ready to dance!

Chuck E. Cheese's Show 1 - 2017

SHOW PLAYLIST

Spencer Ludwig – "Diggy"

Secret Agent 23 Skidoo – "Pillowfort Pillowfight"

Chef Gregory Interview Part 1

"Rip It, Win It" TV Spot (USA Only)

Munch's Make Believe Band – "Together We've Got It"

Chef Gregory Interview Part 2

Blake Shelton – "Friends"

Josh & The Jamtones – "Monkeyman"

Ingrid Michaelson – "Still the One"

Skylanders Video Game Trailer

Thomas Edison's Secret Lab – "Pizza Song"

Munch's Make Believe Band – "Song Title"

Avicii – "The Nights"

SpacePop – "Start Something Big"

Terrific Trucks – "Car Crush"

Alicia Keys – "Blended Family"

CEC Buffet Promo

Michael & The Rockness Monsters – "Pirate Song"

Chuck E. & Friends – "Remember that Time"

Fergie – "Clumsy"

CEC Birthday TV Spot

Fun Facts with Chuck E. – "Bears"

CEC Fundraising Promo

Caspar Babypants – "Googly Eyes"

Chuck E. Cheese – "Your Birthdays Are Special"

Lunch Money Lewis – "Ain't Too Cool"

Michael & The Rockness Monsters – "Cosmic Vacation"

My Little Pony – "Party Pony Cheese"

SHOW SUPPORT

- Begin playing Show 1 - 2017 on January 3.
- Show 1 - 2017 is warrantied until January 17.
- If you need a replacement before that time, email: showwarranty@cecentertainment.com or call Nicole Cooper at (972) 258-4574.
- For a replacement after the warranty period, please call the Parts Department at (785) 862-6005.
- For technical questions or concerns regarding your show or stage, please call Tech Support at (785) 862-6002.

IMPORTANT TIPS

- It is very important that you only play Show 1 – 2017 during these dates: 1/3 – 2/26
- If you happen to have older shows, send them back to: The Support Center, ATTN: Entertainment Department
- Do not take shows home or upload content from the shows to the Internet.

THE STORY OF CHUCK E. CHEESE

Years and years ago, just outside Atlantic City, the St. Marinara's Orphanage welcomed their newest (unofficial) resident. He was the most playful, most curious, and certainly most mischievous of all the orphans at "St. Mary's" (as it was known). Oh, and it's also probably important at this point for you to know, this new resident was a mouse.

His name was Chuck E. Cheese. He loved all the children at St. Mary's, and they loved him back. Chuck E. especially loved to spend his days sneaking into St. Mary's band practice, teaching himself to play as many instruments as he could get his paws on (the guitar was always his favorite, though). And, when none of the grown-ups were around, Chuck E. even loved to sing along to the songs on the radio.

Meal times at St. Mary's were his favorite; the children were always so happy when their bellies were full – even if those kids did make a little bit of a mess from time to time. The most extra-happiest dinners were birthdays. Everyone would sing, the birthday boy or girl would get a cake, and everyone got to eat pizza.

But, because Chuck E. had shown up at the orphanage without even so much as a simple note explaining where he'd come from, Chuck E. didn't know when *his* birthday was, so he never had a birthday party of his own. This made Chuck E. sad, but he didn't like to think about it. Besides, with so many other orphans, there was a birthday party almost every week.

Because Chuck E. was an *unofficial* resident of St. Marinara's, he could actually come and go as he pleased. So, Chuck E. actually spent many of his weekend afternoons walking along the nearby beach boardwalk, where he'd always find time to stop at Beach Time Fun Time Arcade to play skee ball and other arcade games.

One particularly foggy weekend day, the owners of Beach Time Fun Arcade rolled in the very first video game – a machine called Pong. Compared to modern video games, Pong was ridiculously simplistic, but back then, no one had seen anything like it. Chuck E. was hooked. He'd take on all challengers playing all the quarters he could scrounge up, only giving up his turn when he'd lose.

And Chuck E. didn't lose often.

After several years of this life in the orphanage, Chuck E. longed for something bigger. He dreamed of moving to the big city. It's not that he didn't love the kids in the orphanage; Chuck E. just always felt there was more for him out there. More music, more pizza, more birthdays – *maybe* even a party for him.

Then one day, a sign went up outside Beach Time Fun Time Arcade – they were holding a Pong competition – $50 grand prize. Winner take all. This was it! Chuck E. thought. He'd win the prize and buy a ticket to the city.

Well, the competition wasn't even close. Chuck E. took on all comers and took the $50 prize, plus a pretty nifty trophy.

The very next day, Chuck E. said a tearful goodbye to all his friends at the orphanage. He even made sure to wish them all a "Happy birthday!" One of the orphans interrupted, saying, "But today's not my birthday?!" Chuck E. just said, "Well, I hope every day is as fun as your birthday."

The kids liked that.

Chuck E. took his winnings and bought a one-way ticket to New York City. It was his first ticket ever. It was his *magic* ticket. Chuck E. loved how it felt in his hand. He hadn't even made it to the big city, but he felt like he was already a winner.

After asking the bus driver "Are we there yet?" 15 times, Chuck E. was finally there. New York City. And he was terrified. The city was so much bigger than St. Marinara's. There were so many people, and most of all, so many grown-ups.

He walked the streets nervously avoiding other people's busy footsteps, until he finally heard the calming sound of music. It was a friendly looking Italian chef named Pasqually playing his accordion in front of a small corner restaurant. The next thing Chuck E. noticed was the delicious smell of his favorite food – pizza! Sure enough, Pasqually's wasn't just any restaurant – it was a pizzeria.

Chuck E. was too afraid to talk to Pasqually, but he found a small space up above Pasqually's kitchen were he could safely stay. He could smell pizza day and night, and also hear the radio play. It wasn't St. Marinara's, but for Chuck E., it was a pretty nice new home.

One day, Chuck E., thinking Pasqually had gone home for the night, carelessly left his hiding hole and began to explore the rest of the restaurant. But – before Chuck E. had a chance to hide, he turned around and saw Pasqually with his nephew Gino stopping in for a late-night snack.

Pasqually screamed – "MOUSE!!" And quickly grabbed a rolling pin, chasing after Chuck E. He smacked and slapped the rolling pin, missing a terrified Chuck E. by inches. Chuck E. was fast, but that pin wasn't going to keep missing. As Pasqually reared his rolling pin back one final time, Gino screamed, "Uncle Squally, no!"

Pasqually stopped, the rolling pin looming over Chuck E.'s head like a huge bag of flour. The only sound you could hear was Chuck E.'s knees rattling.

Chuck E. was so nervous and so afraid, he couldn't think straight. So he did what any orphan mouse who loved music would do. He started to sing. He sang the last song he'd heard on the radio.

Gino was delighted. Pasqually was so shocked, he dropped the rolling pin, narrowly missing Chuck E. And before you knew it, Pasqually hugged Gino and Chuck E. “This is a brilliant! My ristorante is saved! You little mouse, Imma gonna make you a star!!”

Within weeks, Pasqually had repainted the whole front of his restaurant. It was no longer Pasqually’s Pizzeria. It was now Chuck E. Cheese’s Pizza (home of the world famous singing mouse!).

Opening night came, and there was a line of men and women out the door. One by one, they crowded around the tables until there was hardly room for a mouse inside. Everyone loved Pasqually’s pizza, as always, but tonight they were there to see the incredible singing mouse.

At long last, Pasqually announced to the crowd: “Uh, ladies and a gentlemen, I proudly present to you, the one and only singing mouse. Chuck E. Cheese!!!”

There was a roar of applause as Pasqually pulled back a curtain he’d made out of an old tablecloth.

But slowly the applause got quieter and quieter. And then finally, complete silence. Not a person was stirring. Not even the mouse. Chuck E. had never sung for adults before. And tonight it didn’t appear he was going to start.

The crowd began to boo and walk out.

“What a joke!” they growled.

“I don’t have time for silly games,” grumped another grown-up.

Pasqually urged them all to stay. He even began drumming wildly on pots and pans, anything to entertain the disappointed crowd.

In minutes, the whole restaurant was empty.

Chuck E. was heartbroken; he didn’t want to let his new friend Pasqually down, but he just couldn’t sing for grown-ups, especially so many of them.

Chuck E. turned and looked out the window as he held back little mouse tears. He saw a young couple waking down the street, and between them, holding their hands as they swung joyfully up and down, was a young boy with a birthday hat on.

In that moment, Chuck E. wished he’d never left the orphanage. All the young children – playing, laughing, dancing. All those birthday parties. Not to mention those weekend days at the arcade – Chuck E. missed those too. He stared at the little happy family and that birthday boy through misty eyes, and he couldn’t keep it inside any longer.

He began to sing.

“Happy birthday to you! Happy birthday to you! Happy birthday, little boy out on the streeeeeeet! Happy birthday to you!”

The family outside couldn’t believe it. Neither could anyone inside the pizzeria. Chuck E. *could* sing, oh boy could he.

The family came inside, ordered some pizza, and listened to Chuck E. sing and sing and sing. Other families walking by that day would soon join them. The evening was pure unleashed joy.

From that day onward, Chuck E. Cheese’s would never be a place for grown-ups to come eat. It was a place families could bring their kids. A place to hear a mouse sing. A place to be a kid. Chuck E. Cheese’s would be a place to celebrate birthdays, always, but more than that, Chuck E. Cheese’s was a place where every day, every moment could be as special as a birthday.

As the weeks and years went on, Chuck E. met other friends who joined his band. Chuck E. even convinced Pasqually to bring in a bunch of the games just like the ones from the seaside arcade.

And Chuck E. hasn’t stopped singing (or smiling) since.